

MOTION BY MAYOR MICHAEL D. ANTONOVICH

OCTOBER 3, 2006

“COLOR ME PINK & PURPLE”

To keep women healthy and free from violence, and to promote awareness, advocacy and action, Soroptimists in the Camino Real Region have launched a region-wide campaign called “Color Me Pink (for breast cancer) and Purple (for domestic violence)” to provide information about breast cancer and services available for the prevention of domestic violence.

Domestic violence is a serious social problem that exists in all economic segments of society, in all cultures, and in all countries of the world.

Additionally, an estimated 205,000 new cases of female breast cancer and 2,000 new cases of male breast cancer were diagnosed in 2004, highlighting the need for awareness and prevention efforts in both of these areas.

I, THEREFORE, MOVE that the Board of Supervisors does hereby proclaim the month of October as “Breast Cancer Awareness Month” and the month of November as “End Domestic Violence Month” with special recognition to the Soroptimists of the Camino Real Region for their efforts in this campaign.

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Color Me Pink & Purple

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